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Maine Developments, September 1963

Maine Department of Economic Development

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MAINE DEVELOPMENTS

Department of Economic Development

Augusta, Maine

Standish K. Bachman, Commissioner

Vol. 2 No. 8

September, 1963

DOWN TO BEDROCK

By next spring we in Maine should have a better idea of where we stand. Or, perhaps more properly, on *what* we stand.

This information will have cost the state and federal governments something in the neighborhood of \$500,000 and it is worth every penny of it, and more. For it is upon such bedrock facts that million-dollar industries are based.

The Geologic Map of Maine which the Maine Geological Survey (a DED division) will publish next spring represents 20 years of fact finding by the geologists of state and national government. It is the first such publication since 1933, when a map was printed which contained the limited information available at that time.

Even the new map will not tell the whole story of the rock structure which underlies the soil of Maine. At the pace at which the geological survey has been progressing it will require an estimated 10-15 years to complete the data on the entire state. Details concerning about one-eighth of Maine's area will not be included in the new map because preliminary work is not yet completed.

Of what value is a geologic map?

Basically, a geologic map describes the rocks of the mapped area. It tells what kind they are, where they are located, their age and their relation to each other.

MAPS BRING PROSPECTORS

This information is valuable, State Geologist Robert G. Doyle says, partly because it provides an inducement for minerals prospecting. The information on a geologic map indicates, to the expert, areas where worthwhile deposits might be found. It is a basic requirement in the attempt to interest mining companies to look-see an area, and the chances are very good that there'd be more mining companies interested in Maine today if we could have provided them with such a map yesterday.

In addition to indicating favorable locations for metal deposits, the geologic map points out the locations of granite, limestone, clay and other non-metallic mineral occurrences which may be worthy of development. The information also is of value in highway and other types of construction.

An intimate knowledge of bedrock conditions at the sites would be required before dams could be built at Quoddy or any of the river locations which have been considered.

With funds recently and presently available it requires about three years to complete the field work required for a geologic mapping of one quadrangle, containing 300 square miles. Maine contains 230 quadrangles.

The work is done during a 13-week period in the summer, by professional geologists.

This summer six small field crews operated in Oxford County, Kingfield, South Central Maine, York County, the Moosehead-Katahdin area, and Aurora.

Continued on Page Three

Mine Activity Likely

The "distinct possibility" that a \$3-4 million copper and zinc mining operation would begin in Hancock County in 1964 was announced by Governor John H. Reed. The announcement followed a conference in the governor's office with John Kostuil, vice president and general manager and Edward Futterer, assistant mine manager, Denison Mines Ltd. of Toronto, Ontario.

The company has bought, leased or optioned land for mining purposes in the area of Blue Hill. Plans call for a concentrating plant at the mine site to prepare the ore for shipment elsewhere for smelting.

The Governor said that the exploration performed by the company indicates that the site contains sufficient ore to permit extraction at the rate of 700-1200 tons per day for a period of ten years, at least. Approximately 200 would be employed with annual wages estimated at \$1,000,000.

Points remaining to be settled include a royalty on ore extraction to be paid the State and permission to lower the classification of certain waters, a legislative decision.

"This event is the result of the State's progressive program of prospecting and mapping known and suspected mineral deposits within our borders," Governor Reed said. "Such work performed by the Maine Geological Survey and the U. S. Geological Survey over a long period has provided in-

formation which has encouraged several mining companies to invest in exploration of indicated sites and areas.

FUTURE DEVELOPMENT

"Without raising false hopes or being overly optimistic, I cannot refrain from observing that at this point it is possible that we stand upon the threshold of a development of Maine minerals potential similar to that which has occurred in our neighboring Canadian Provinces.

"I feel confident that this operation, if undertaken, will lead to further ventures by this and other companies. For one thing, the concentrating plant, in itself, will tend to make operation of nearby, lesser deposits, feasible."

The mine development, including sinking a shaft and designing the mine and concentrating plant would take about a year, the Governor said, and construction another year.

Copper was mined in the Blue Hill area many years ago but there has been no mineral operation there since about the time of World War I.

In the nearby picture, taken after the conference in the Governor's office: (left to right) Futterer, Kostuil, Governor Reed, Maine State Geologist Robert G. Doyle, Philip J. Macy, deputy commissioner, DED and Maine Secretary of State Paul A. MacDonald.



Long Train

A sleek, green monster of steel almost six miles long would be created if all the new and reconditioned box cars ordered or acquired by the Maine Central Railroad in recent months were to be assembled into one, long freight train. Highballing down the line at 60 miles an hour, it would require almost six minutes to roar past a crossing gate.

Most recent order was for 200 new box cars with new devices to handle loading and unloading and shipments enroute, costing

"substantially in excess of \$2½ million" and scheduled for delivery this Sept. Two hundred other new cars have been delivered since June, 1961, and another 200 reconditioned cars were ordered late in March and have been arriving in Maine for loading.

Forest products, including paper, continue to be the road's leading source of freight tonnage. The poultry industry displaced potatoes as the second most important source in 1962, according to *Messenger*, the Maine Central's publication.

Ski-Doodle

Until a formal inventory is taken and statistics conglomerated it's pretty difficult to state exactly what the ski industry means to Maine in dollars invested by the operators, dollars spent by the customers and dollars returned to communities in taxes, wages and profits.

One thing is certain, though. Skiing in Maine is assuming the proportions of an important recreation industry. Twenty-five years ago the first major Maine ski slope was opened at Pleasant Mountain, Bridgton. Today Maine has 11 major areas and close to 40 organized community slopes. Two new areas opened this season: Sky Hy in Topsham and Lost Valley in Auburn. And more are being planned.

One of the DED Recreation Division's staffers has devoted pretty nearly full time to promoting Maine's ski industry during the 1962-63 season. His name is Roger N. "Timberdoodle" Woodcock and when the slopes began to close down this spring he came into the office to do some ski-doodling.

\$2,000,000

From meager records available, from personal observation and special contacts with ski slope operators by telephone, Woodcock came up with a figure of just under \$2 million to represent the total investment in Maine's 11 major ski slopes. This is for ski facilities only — does not include such increments as motels, sporting goods stores and recreational real estate developments which have occurred in many of the ski regions.

One area, alone, employed some 20 people, with a weekly payroll of \$1,500 during the 15-week season. Most of the slopes maintain summer maintenance and construction crews.

The estimate of patronage at the 11 major slopes came to almost 300,000.

"This," Woodcock pointed out, "does not mean that this number of individuals skied these slopes this season, because many customers were repeaters. It would be interesting to know how many of these skiers were from out of state, but this figure is impossible to obtain under present conditions. There isn't enough material available to warrant even a good 'guesstimate'."

"However, it should be born in mind that these skiers spent their recreation money in Maine instead of travelling to some other state to spend it on ski facilities there. Another feature favorable to the state's economy is that most, if not all of the owners are Maine residents. Whatever they make in profits stays in Maine. There are some areas in the Maine recreation industry which show a horse of another color."

Woodcock looked kindly upon the 40-or-so community slopes which have sprung up throughout the state, from Newfield on the southwestern state border to Fort Kent on the Canadian frontier. Most of them, he

said, are non-profit operations organized by local groups. They aid greatly in swelling public interest in the sport.

11 MAJOR AREAS

Maine's 11 major ski areas are listed as: Bald Mountain and Saddleback, Rangeley; Sunday River, Bethel; Mt. Abram, Locke Mills; Chisholm Winter Park, Rumford; Pleasant Mountain, Bridgton; Sugarloaf Mountain, Kingfield; Titcomb Memorial, Farmington; Mars Hill and the new ones, Sky-Hy Park, Topsham and Lost Valley, Auburn.

The type of facilities are what distinguish a "major" ski development from a "community" slope. Generally speaking, one can ride up the hill on a cable-type lift at a major slope. The smaller slopes don't charge so much, but the customer is hauled to the summit on a rope tow. It's up to the customer to get back downhill the best way he can, at either slope.

DED has done what it could to help promote the ski industry in Maine, through the years. This season Recreation Promotion Division Director Bob Elliot has been able to assign a public relations representative to this field almost exclusively.

Here are some of the DED activities in Maine ski promotion during the 1962-63 season:

OUT OF STATE

Three Travel Forums, for sports writers and ski enthusiasts: Fort Lauderdale, Florida; Worcester, Massachusetts; Hartford, Connecticut.

Telephone service to report snow conditions on Maine slopes maintained in Boston, Hartford, Providence and New York City, with newspaper and radio advertising to support the service.

World Mecca

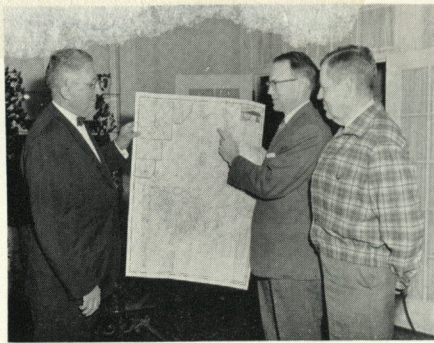
The world beat a path to Maine's doorstep this year.

Vacation travelers from fifty states, the District of Columbia, Puerto Rico, and 35 foreign nations registered as visitors at the State of Maine Museum in the state house this summer. The number, 10,611, is an increase of 328 over the 1962 total.

The DED maintains a staff of five uniformed "girl guides" to conduct visitors on tours of the state house and the museum during July and August.

Almost half the registrants, 4513, were Maine natives. New Yorkers, with 1275, comprised the next-largest contingent. Other states with many visitors included Massachusetts 927, New Jersey 714, Connecticut 476, Pennsylvania 445.

Ohio, where Maine opened a travel bureau



Interior Department officials conferred with Governor John H. Reed in Augusta recently before taking off on a two-day aerial survey of the proposed transmission line routes of the Passamaquoddy - St. John Power Project. Left to right are: Joseph E. Guldry, Department of the Interior, project engineer for Quoddy; Governor Reed, and C. F. Burdgr, chief of transmission systems, Office of the Bureau of Reclamation.

SELLING POINT

"Maine workers and employers have much to be proud of in the report issued by the U. S. Department of Labor's Bureau of Labor Statistics, showing that labor-management relations in the Pine Tree State last year were the best of all the New England states," the *Lewiston Journal* editorialized.

"This evidence of harmony and overall good sense in the relationship between Maine's business and industry leaders, and the labor leaders and those whom they represent, is the best message that a state seeking new industry can send to manufacturers around the nation who may be looking for new areas in which to expand, or sites for transferred operations."

GRUB PILE

Someone has estimated that 85 to 90 per cent of all food eaten in the U. S. is processed, and maybe he's right. Altogether, 40,000,000,000 cans and 80,000,000,000 glass jars are produced yearly and 1,500,000 Americans buy at least one complete meal from a vending machine every day, it says here.

Personally, we like red flannel hash for breakfast at our house, and the good old odoriferous boiled dinner which must precede it.

(from Page One)

An additional party, sponsored by the Massachusetts Institute of Technology and comprising a geology professor, an assistant and three students, worked in northern Aroostook County.

ECONOMIC ASPECTS

Another program, instituted by Doyle two years ago, was designed as a little something extra to offer mining companies in the effort to interest them in Maine prospects. Believed to be unique among the states, this program consists of "special economic studies" of known and suspected locations of metallic deposits. These, in effect, pinpoint locations which might warrant the very costly tests and studies which companies must undertake before committing themselves to actual mining operations.

To date the results of three "economic studies" have been published, covering locations in Penobscot, Hancock and Washington counties. A similar study was partially completed in the area between Moosehead Lake and Katahdin this summer, in conjunction with the geologic survey mapping program. Results will be published in 1964 and 1965.

The economic studies have located deposits of such metals as copper, zinc, lead, silver, molybdenum and nickel-cobalt, some of which appear to warrant development. Seven metallic mining companies, most of them Canadian, are now conducting serious explorations, costing from \$20,000 to \$200,000 per year, at some of the locations indicated in the economic studies. Five companies have evidenced interest in non-metallic deposits.

The existence of large deposits of manganese in Aroostook County has been common knowledge for several years but exploitation of the low grade ore is not economically feasible with known methods. However, the U. S. Government and private interests are seeking techniques which would warrant the development of low grade manganese deposits.

The U. S. Bureau of Mines this summer obtained a two-ton sample of Aroostook manganese ore, for use in testing a new process which is under development.

TESTIMONIAL

The high priced advertising writers of swank Madison Avenue favor testimonials to help plug their clients' wares . . . as when a big name baseball player endorses a cigarette brand . . . for a fee, of course.

The best testimonial we've encountered was unsolicited and unpaid for.

An anonymous fisherman entering Washington County observed a roadside sign stating that this is the best hunting and fishing county in the United States.

Upon his way home, after fabulous encounters with small-mouthed bass, he wrote upon the sign:

"You're damned right!"

Spontaneous testimonials like this are as good as gold . . . provided they can be exchanged in the market place for public attention.

DED writer Earle Doucette employed this incident in one of his weekly "*Maine Outdoors*" releases to travel and resort and sports editors of some 290 publications from coast to coast. It gave him a chance to plug the excellent trout and landlocked salmon fishing and to mention that Washington County has the only Atlantic salmon fishing left in the United States, too.

Maine Commended

The State of Maine has received presidential commendation for its encouragement of international good will through the entertainment of foreign correspondents stationed in the United States. In a message directed to the Maine Department of Economic Development, the program was cited as one that "could well be emulated by other states."

The presidential comment was occasioned by a week-long visit to this state by a delegation of more than 20 correspondents from 14 countries, who were guests of the Maine Press and Radio/TV Women's Association. With the DED cooperating, the foreign news writers were entertained in the homes of Casco Bay residents over the week-end of August 2nd, and in the following week were transported to places of interest throughout the state. A high spot of the visit was a traditional Maine clambake on Long Island.

Conveying the president's commendation, White House Press Secretary, Pierre Salinger, noted that "Maine was the first state in this program and it continues to provide the kind of program for our foreign visitors that

could well be emulated by other states. The President deeply appreciates what you have been doing in this regard. We hope that you will be able to continue this program in the years to come."

Led by Ernest G. Wiener, director of the Foreign Correspondents Center in New York City, the correspondents came to Maine in cars provided by the Ford Motor Company. They represented newspapers and broadcasting organizations in Yugoslavia, Belgium, Lebanon, Indonesia, Netherlands, Ghana, Pakistan, Italy, Nigeria, Sweden, Spain, India, Korea, and Canada.

MANY BOATS

And now comes E. I. duPont de Nemours & Co. to say that America spends more than \$2,500,000,000 annually on boats and accessories. And that there are 8,000,000 pleasure craft on America's lakes, rivers, ponds and ocean coast of which 4,100,000 are outboard motor powered; 2,500,000 are rowed; 516,000 are sailed, and that there are now 1,150 yacht clubs and marinas for the boat owners' convenience, but not one word - not one - about canoes.

Springfield Exposition

They call it The Springfield Exposition, but that isn't its name at all, at all. It isn't even in Springfield. It's in West Springfield, Massachusetts and its proper name is The Eastern States Exposition. It draws close to a half million people during 9 days every September and it's the most stupendous agricultural, industrial, recreational exposition and entertainment within many, many miles of New England.

In addition to the rings, pits, stadiums, compounds, halls and enclosures where prize domestic animals, machinery and this and that are exhibited and professional entertainers perform there are so many places to eat such a variety of provender that visitors sometimes gain weight just by sniffing the rich aromas which haunt the region of every tent, booth, restaurant and inn on the grounds where food is served.

Perhaps the handsomest area of all is the Avenue of States where each New England state maintains a majestic colonial building of red brick with white trim wherein to display its attractions. It has been said that Maine's is the prettiest building on the avenue but the statement was stricken from the official record on complaints from five other states whose buildings, it must be admitted, also are worth a second look.

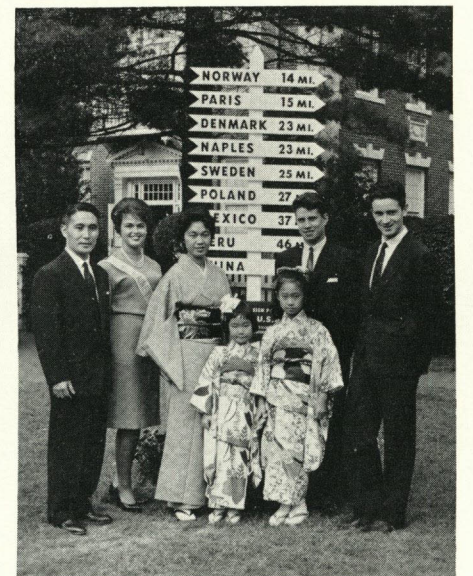
MILKING TIME

The Maine Building is managed by the DED, whose staff goes all out to milk the publicity value of the State's participation for all it is worth. This year radio and television appearances by DED personnel and stories and pictures in New England newspapers helped to bring the crowds to the Maine Building, as in former years.

In addition to DED the Departments of Agriculture and Sea and Shore Fisheries and the Maine Forest Service sponsored large and attractive displays. The Maine Publicity Bureau cooperated with regional groups from Rockland and from the Rangeley, Belgrade and Sebago Lakes regions in promoting vacation travel.

The U. S. Department of the Interior sponsored a Quoddy - St. John development exhibit.

Commercial and industrial exhibitors included Maine Woodland Jewelry, Fayette;



DED CUTS SITE COSTS

"It costs more to find a plant site than it did to discover America," according to a Norfolk and Western Railway advertisement in a recent issue of *U. S. News & World Report*.

With crew members paid \$2.50 per month and Columbus himself drawing \$300 per year, the total cost of discovering America was "some \$7,000."

"Contrast this with the cost of finding a plant site," the adv. suggests. "Time and travel of high-priced executives, on the road for weeks, even months. The tab can come to \$25,000 or more."

The railway, with offices in Roanoke, Virginia, has detailed industrial information on communities in parts of six states it serves which it offers to industries looking for new plant locations so that they "can zero in on a few prime sites instead of roaming the boondocks."

DED provides a similar service. On hand, ready for mailing to industries interested in a Maine location are a State of Maine Factual Data book, fact industrial and development resources books on two counties and four regions of the State, data books on more than 50 individual communities and many surveys of available industrial buildings.

CRULLER

In a stew, dumplings are better.

BAR

Before the year 1963 reaches the end of the line the Bangor & Aroostook Railroad will have spent a total of \$3,300,000 for 50 jumbo-sized mechanical refrigerator cars and 125 new boxcars. The 50-foot "reefers" will carry 35 per cent more pay load than conventional refrigerator cars and will be equipped with latest cushion underframe devices to provide a smooth ride for the lading. The boxcars will have similar soft-ride equipment.

"The expenditure of such a sum of money is an expression of our confidence in our customers, in our own people and in the economic future of our area," W. Jerome Strout, president of the road said in the BAR publication *Maine-Line*.

"... it means that we expect to be doing business at this same stand a long, long time, offering the same kind of excellence to successive generations of northern Maine people. That's why we spent more than three million dollars for new cars this year."

Service for Manufacturers

It appears that concerns establishing new branch plants in Maine often send key personnel and technical people to get the operations started. And it seems that semi-occasionally and upon rare occasions one of these people expresses reluctance to come to Maine because he is not informed concerning the advantages and the joys which abound here.

Now . . .

DED publishes booklets describing the varied pleasures to be experienced in Maine. Primarily these are designed to promote the vacation travel business. It seems likely that if this material is effective in bringing tourists to Maine by the hundreds of thousands, it should convince reluctant key personnel-ers and technicians that coming to Maine with the new plant is a pretty good deal after all.

To management faced with this rare situation DED will send some of this material, if the request is made to:

Editor, *Maine Developments*

Department of Economic Development
State Office Building

Augusta, Maine 04330

General titles are "Maine Vacation Guide" and "Facts About Maine." Specific subjects include Public Parks & Historic Sites, Lake Fishing, Salt Water Fishing, Mountain Climbing, Tenting, Hunting, Boating and Skiing. There's also a good Maine State Highway map. Please specify.

On second thought - why not give each member of your staff who is coming to Maine some of this material? The more they know about Maine living the more eager they'll be to come - and the happier they'll be after they get here.

SALUTE!

The *Bangor Daily News*, commenting upon a "Salute to Industry" observance by Presque Isle, praised this Aroostook community's success in converting a closed Air Force base into an industrial park:

"... But this is not the whole story. The city has other industries outside the park. And one of the world's largest potato storage warehouses is being opened there this week by Potato Service, Inc.

"Presque Isle is appreciatively saluting industry this week. The community's progressiveness calls for a salute as well. If all other communities were as alert, the State of Maine would be moving ahead faster than it is."

And the *Star Herald*, weekly newspaper of that city, in a special Salute to Industry supplement, said:

"1963 is the year in which Presque Isle

became the largest employer of people in Aroostook County. In 1960 Presque Isle had some 250 people employed in industry. By the end of 1963 the figure will be approximately 1250 - a growth of 1000 new jobs in three years."

QUICK RECOVERY

"Presque Isle was dealt a severe blow in early 1961 when the former Presque Isle Air Force Base was closed," the *Star Herald* reports. The city acquired the large area with several buildings from the federal government and the newspaper supplement lists 33 tenants including industries, commercial enterprises, city, state and federal agencies and service agencies."

Among the newcomers to Presque Isle are the Potato Service, Inc., already expanding with construction of a huge potato warehouse; Indian Head Plywood Corp., Aroostook

Shoe Company, International Paper Company and the Northeastern Maine Vocational Institute, for which opening funds were provided by the 101st Maine Legislature.

"A labor force willing and able to work plus the wide use of Manpower Development and ARA training programs have been one of the keys to Presque Isle's success," according to the *Star Herald*. About 300 persons have been trained with the co-operation of the Maine Employment Security Commission and the Department of Education.

The picture below represents one of the former hangars, now occupied by Indian Head Plywood Corp., at the Air Force base which Presque Isle's gumption transformed into "Skyway Industrial Park."

